



## Affordable Solar Programs

Solar Phoenix Case Study

Solar America Cities Meeting - April 2010

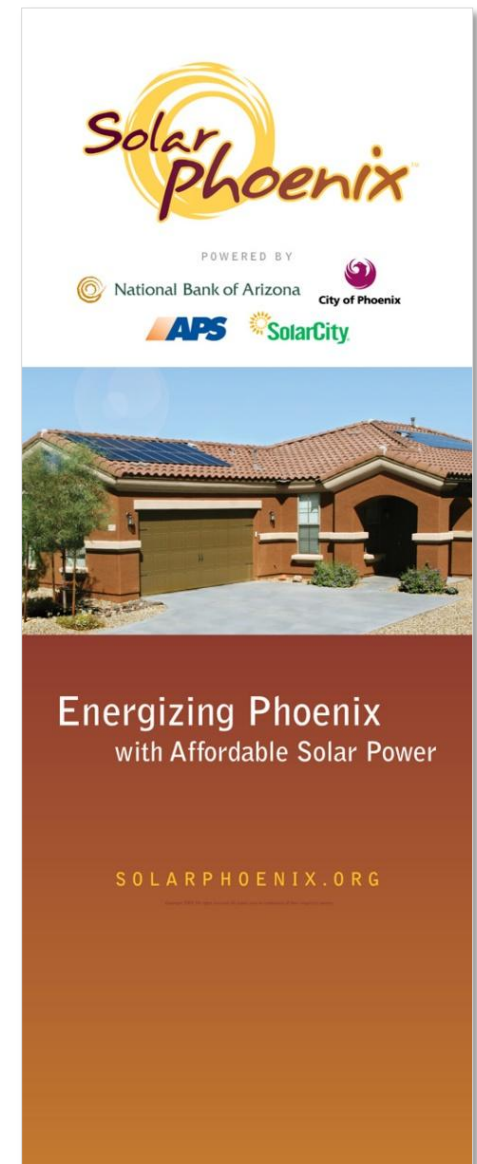
# Key Program Objectives

- Develop a city program that is turnkey—simple and no public funds required to implement
- Enable immediate job creation in the local area
- Overcome cost barrier to installing solar on homes
- Design a solar initiative that supports US greenhouse gas reduction mandates



# About Solar Phoenix

- A public/ private partnership created to offer Phoenix homeowners a zero-down financing option to install solar
- In collaboration with
  - Mayor Phil Gordon & City of Phoenix
  - SolarCity
  - National Bank of Arizona
  - APS
- Launched November 2009



# Program Launch & Response

## Strong response in the Phoenix market

Within the first 24 hours of the Mayor's announcement....

- “Immediate savings” value proposition generated media coverage
- Hundreds of solar consultations scheduled in the early days of the program



# Solar Programs to Date

- More than 100 customers in the first 3 months
  - More than half of the total APS total (191 homes) from 2009
- SolarCity opened new Phoenix office March 2010; hiring 20-30 new workers.
- SolarCity has conducted 30+ community programs since '07
  - More than 1,000 solar homes
  - More than 4 megawatts of capacity
- Add'l turnkey community services
  - Live community-wide solar monitoring
  - County can publish results dynamically on the Web, or via public kiosk



# Economic Impact

Where there are hundreds of homes going solar, there are hundreds of jobs being created

- Estimated job growth areas:

- Sales
- Construction
- Operations
- Maintenance
- Indirect jobs

DIRECT SALES AND CONSTRUCTION JOBS - SolarCity Payroll	
Job - Years Direct SolarCity Employment	122

DIRECT MAINTENANCE JOBS - SolarCity Payroll	
Job - Years Direct SolarCity Employment (O&M over 15 years)	40

INDUCED AND INDIRECT JOBS	
Total Indirect and Induced Job - Years:	480

Total Job Years Created	643
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Grover, "Energy, Economic, and Environmental Benefits of the Solar America Initiative", August 2007, National Renewable Energy Laboratory Report # NREL/SR-640-41998. "Induced" jobs are non-SolarCity employee jobs supported by SolarCity operations (e.g. trash removal, vehicle maintenance, etc.) "Indirect" jobs are those supported by SolarCity employee's new spending in the community. Economic multipliers calculated using IMPLAN regional economic modeling software. As in <http://www.seia.org/galleries/pdf/Navigant%20Consulting%20Report%209.15.08.pdf>



# Environmental Impact

- The installations in the first phase of Solar Phoenix are expected to offset **242 million lbs of carbon dioxide**
- This is equivalent to:
  - Planting 130,000 trees or
  - Taking over 30,000 cars of the road for a year



# Key Benefits for City Residents

- Making solar an affordable energy option and smart investment
  - Dramatically reduces upfront cost
  - Saves money every month on electricity
- Leverages government incentives
  - State rebates
  - Federal tax credits of 30%
- Reduces homeowner electricity bills
  - Protects against rising utility rates
  - Excess solar production spins home meter backwards
- Attractive investment
  - Offers higher return than other home projects
  - Homes with solar often sell faster than homes without

